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40TH ANNUAL PRICE LIST OF

J. A. BAUER



JUDSONIA,
ARKANSAS

LONG DISTANCE
PHONES IN OFFICE,
RESIDENCE AND
PACKING HOUSE

The Man, the Plants and the Strawberries

Strawberry Breeder and Grower of
Choice Strawberry Plants

J. S. LADD, Vice-President
A. M. KITTER, Vice-President

C. M. ERGANBRIGHT, President

C. F. LONG, Cashier
V. L. JAMESON, Ass't Cashier

10439

THE FIRST NATIONAL BANK

OF JUDSONIA

UNITED STATES DEPOSITARY

CAPITAL \$30,000.00

POSTAL SAVINGS FUNDS

JUDSONIA, ARK

November 2nd, 1915.

To Whom It May Concern:

It is a pleasure to advise that Mr. J. A. Bauer, the Strawberry Plant Specialist, is one of our valuable customers; having known him for several years, we can recommend him as a Gentleman of Sterling Worth. He is honest and reliable in his business dealings, the largest Grower and Shipper in the State of the Queen of Small Fruits "the Strawberry."

Mr. Bauer's sales last year passed the ten million mark, and from the present outlook his sales this year will reach fifteen million at least, which give him the distinction of being the largest Grower and Shipper in the South west, and only second to one in the United States.

To any one in the market for high grade first class strawberry plants we recommend Mr. J. A. Bauer, believing that you will receive fair treatment, and get value received when dealing with him. In this progressive age the successful Grower of strawberries only set the very best plants, so if you want the BEST be sure to place your order with Mr. J. A. Bauer.

Yours very truly,

C. M. ERGANBRIGHT,

President.

In writing any of our references, always enclose stamp for reply.

REFERENCES: Read above letter. Besides the above, we refer you to Farmers and Merchants Bank, Judsonia, Ark.; Peoples Bank, Searcy, Ark.; McRae State Bank, McRae, Ark., or any business house in Judsonia, Ark. Express Agent or Postmaster.

WHEN YOU WANT THE BEST STRAWBERRY PLANTS

You Can Get Them of

J. A. BAUER,

Lock Box 38,

Judsonia, Ark.

The man who put Judsonia on the map as a strawberry plant section.

Greetings

To My Friends and Patrons



ANOTHER year of this life has just rolled away, and one of the worst years for the producer of strawberry plants that was ever known. Long extreme drouth in the early part of summer did much damage to berry plants fields, and to cap off this extreme, we had a long dry fall, with so little rainfall that many plants never rooted. So the plant crop is the shortest ever known, north, south, east and west, and the prices will rule a little higher than common, but none too high, taking the high cost of every other article grown, or for sale. My stock consists at this time of the varieties herein listed. Along early in the season we had a small stock of a full line, but owing to the conditions all varieties are sold out excepting the ones herein listed. We have a fair stock of all of these varieties yet on hands, can do Aroma and Klondike by the million.

EARLY ORDERS. I advise everyone to place orders early and we will ship them as near the date you mention as we can do so. Where your order is placed early you have the advantage of knowing you'll get just what you order.

PACKING. We do most all our packing in light slatted crates made for the business by our box factory. We use plenty of good damp packing moss and they should reach you in good condition, anywhere in the United States. We make no charges for packing or for packages, the prices quoted are for packages free of charge. The same with mail orders—all packing done free. But on mail orders we pay postage. All orders from 100 plants down go by mail.

SHIPPING SEASON. We can ship orders out most any time through the winter, but weather conditions as they come will cause delays in shipments in the months of January and February, but most times it is not for many days. We continue to ship plants up to April 10th. After that date we do not care to ship any more, owing to lateness of season and other rushing work on our hands at that time. We dig and trim and tie twenty-six plants in a bunch and pack in nice damp moss, and they should reach you in good fresh condition anywhere in the United States.

HOW WE DIG OUR PLANTS. We dig up all the rows, throwing away all small, weak plants, and old mother plants. You get nothing but good, strong, well rooted plants from Bauer. We use forked hoes in digging plants, which gives you all the roots, and this way of digging them is the best for good plants.

TERMS. Cash with orders at all times, or one-half cash, balance will come C. O. D. We pay cash for what we buy and we must ask the same of our patrons. Remit by bank draft, postoffice money order or express money order.

Thanking my many old friends for past favors and hoping to have your business again this spring, I am

Yours truly,

J. A. BAUER.

Description of Varieties



Improved Knondike. We have as fine a lot of plants from this variety as was ever grown.

OWING to long dry summer and strong demand, we have sold out on all other varieties but the ones here listed. We can do most any of these varieties in large orders, Klondike and Aroma in million lots where wanted. In lots from 25 up to 100 they come postpaid; in lots from 250 up they go express, collect.

EXCELSIOR. Per. This is the very earliest berry grown and one that will give the very best satisfaction of any grown. It is in a class by itself for an early berry and is a good colored berry, firm and a good shipper. The plants make freely and they are one of the very best to stand hot dry summers. We have had ripe Excelsior berries at Christmas many times. In the extreme south this berry will pay well, for it is so much earlier than others that it will come on in a time to command the highest prices.

ST. LOUIS. Per. This berry is second to the Excelsior. That is, it ripens its crop next to the Excelsior. Berry is

large to very large and plants make freely, and they are well rooted, making strong plants. In planting this berry you get a very fine berry for home use and home markets. They command the very highest market prices at all times, lots of times selling for twice as much as smaller berries. They have a very fine flavor. Originated by me eight years ago, and it has given the best of satisfaction the United States over.

KLONDIKE. Per. The berry that is grown all over the Southwest and South. For a carlot shipper it is a good seller and commands the highest prices in its season. It ripens about a week after St.



Digging on a hundred thousand Improved Klondike order, November 10, 1915. Note: We dig up all the rows; we throw away all small alley plants and old plants. Many sell you that kind.

Louis. We can supply this variety in large orders and will be sure to have good stock at all times.

✓ IMP. KLONDIKE. Per. This is an improvement over the old Klondike. With us it makes a larger plant and is a more productive plant; the berries are about the same size, but in all we consider them a good improvement over the Klondike proper, and think them worthy of trial by anyone who wants a more productive berry than Klondike. We can ship this variety in large orders. Season the same as the old original Klondike.

✓ AROMA. Per. This berry is in a class to itself for a late berry, and it is a berry planted more largely over the country than any other late berry. Berry large to very large, plant a good grower and a berry that commands the very highest prices on every market. Don't

fail to plant some of them if you want fancy berries. The Aroma and Klondike are planted more freely over the Southwest and South than all other varieties combined. There is a reason.

✓ GOLD MINE. Per. Another berry originated by me, and a good one at that. It is a strong plant. The fruit is large to very large; the season is with the Klondikes, only the berry is twice as large. We have grown four hundred crates per acre with this variety, and if it is planted on good land they will do as well for you. We haven't over fifty thousand of them to sell, so we are not talking them up to sell a surplus stock, for they sell themselves. We haven't ever had enough to supply the demand. Berries large with dark red color and very firm. Don't fail to plant at least a few of them. You'll miss it if you don't.



An Everbearing Strawberry field on October 15, 1915.

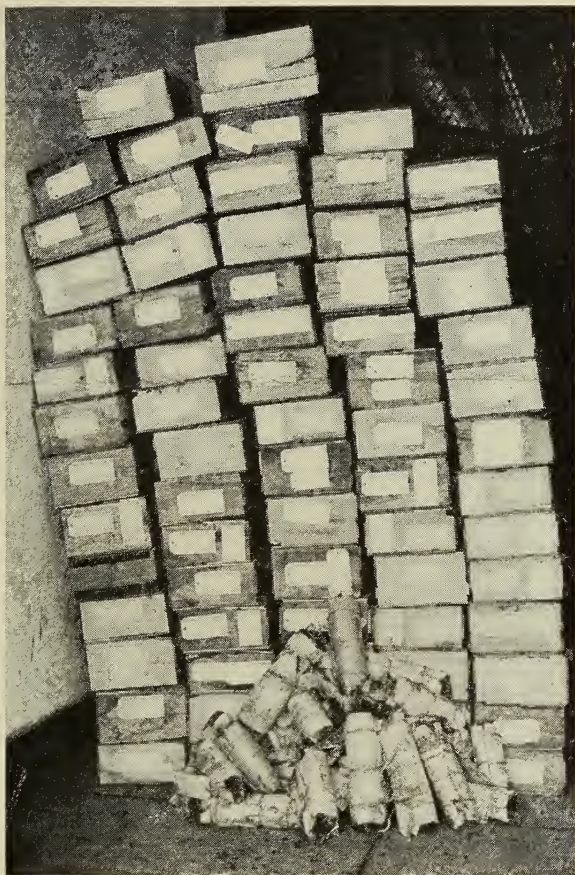
✓ **BRANDYWINE.** Per. An old standard variety, one that has given the best of satisfaction, and one that is planted by growers who wish a fancy market berry for the high class trade. Berry is of good color, firm and a good shipper; plants large to very large; season with Aroma, or mid-season to late.

EVERBEARING VARIETIES. In the everbearing varieties none are grown with more success than Superb and Progressive. I have tried out many other kinds, but find no varieties so successful as these two. If you wish the best of all everbearing plants I can supply your demands. I have a good stock and can ship most any amount wanted. Prices very low considering the varieties.

✓ **SUPERB.** Per. This is the largest everbearing berry we have ever grown. We think well of them. They make a big, strong plant, which fruits from July until frost every season. Besides, they

make a good crop in the spring when other varieties are fruiting. In all, this berry will command the highest market prices. They have a very fine flavor and I am sure will please each and every patron, north, south, east or west. I have grown these for several years and have had fruit all summer the very driest summers we have had. Yet I will not guarantee anyone they will prove successful with you, for I never had any guarantee when I bought mine and paid ten times the prices I am asking today for them.

✓ **PROGRESSIVE.** Per. This berry is not as large as Superb, but they make a few more plants than Superb, and they make more berries, which are of good color but not near so large as Superb berries. Many in the North claim them to be better than Superb with them. These two varieties will be found to be the very best of all varieties in the everbearing line.



Showing how we pack plants for mailing. One day's shipment of Parcel Post; we ship many plants this way. You get just as good plants by mail as by express, in lots of 25 plants up to 100. They all come postpaid.

EARLY ORDERS. I wish to say to all, that taking the war conditions as they are today, it will pay you well to place orders very early and be sure to have order in so you can get your plants on time. I can do all I can in the rush season, but if you all wait until the last and then order it gives us a rush and we get behind. If your order is placed early we can so arrange it that we will have no rush season, if weather stays right. Don't put off ordering early. Name date you want them shipped in spring. We will do the rest and see that you get good stock.

All terms are cash with orders, so don't ask us to ship on time, for it will be wasting time to do so. If you wish you may send half cash and balance will come C. O. D., you to pay for return of money. We do no credit business with no one.

I shall be glad to be favored with your orders as in the past and will do my best to please you.



The matted row system of planting, used by most commercial growers.

Price List of Plants

Take notice all plants from 25 to 100 go by parcel post, we pay postage; in lots of 250 up they go express collect, you to pay express.

Variety	(POSTPAID.)		(EXPRESS COLLECT.)			
	25	50	100	250	500	1000
✓ Excelsior, Per.	\$0.60	\$0.80	\$1.20	\$1.25	\$2.00	\$3.25
✓ St. Louis, Per.....	.75	.90	1.50	1.75	3.25	6.00
✓ Klondike, Per.60	.80	1.20	1.25	2.00	3.25
✓ Improved Klondike, Per.....	.65	.85	1.35	1.45	2.10	3.50
✓ Aroma, Per.60	.80	1.20	1.25	2.00	3.25
✓ Gold Mine, Per.....	.75	.90	1.50	1.75	3.25	6.00
✓ Brandywine, Per.70	.90	1.50	1.50	2.25	4.00
✓ Superb, Per.80	1.00	1.50	2.00	3.75	7.50
✓ Progressive, Per.80	1.00	1.50	2.00	3.75	7.50

THIS is all the varieties I have to offer this spring, but will say they are the very cream of the strawberry family, every one a good one, and worthy of planting. There are over three hundred varieties of strawberries. You can count all the good ones under twenty-five varieties, and that means all the real good ones for any part of the United States. The others are just varieties to make up a big list, but so far as value goes they are no good. I hope to have your orders. I could fill this small price list ten times over with letters from pleased patrons, but, thinking to cut down expenses and save everything possible to keep the prices down, we are leaving out all these letters. I thank each and every one of my patrons for



Showing size and root system of one of Bauer's Bumper Berry Plants, ready for setting, and the trowel we use in planting. I can furnish these all-steel trowels at 55 cents each, packed with order.

past favors. I wish you success with your business undertaking in this the coming year 1918. I wish each and every man the world over peace and happiness at least in the near future. After all, what is this life to us if we do not live a life of usefulness? What good can you do while here, what good have you done while on this earth? If you were called away would anyone miss you? If you haven't lived a life whereby you have been of help to some brother, in some uplifting way, why, you have failed to live up to the golden rule. We might gain all the riches but when the time arrives for us to pass away they will be of no help to save you. It is my earnest wish that each and every one of my patrons is a better man or woman in the year 1918 than they have been in the past. Hoping and praying that this year will bring to a close the most bloody of wars known to history, and with a good word for all mankind, I am yours for success.

J. A. BAUER,
Judsonia, Ark.

Lock Box 38.

ORDER SHEET

Railroad _____

Date191.....

VERY IMPORTANT—No difference how many times you have written us, always give your full address; write your Name, Postoffice, County and State very plainly.

Please write in the quantity, full name of variety and price. Any necessary correspondence should be written on a separate sheet.

WARRANTY—We exercise the utmost care in having all our stock true to name and believe we come as near doing so as any plant grower in the United States; but in case any stock proves other than true to name we are only liable for the part that may not be true to name, at the price paid for the stock, and the purchaser of this order accepts this agreement in placing this order.



I HAVE told my story. If you have been acquainted with me in the past, you know it is true. Strangers can easily verify the truth of my statements. What more can you expect? My plants are the best that can be produced, my prices are open to comparison with all other responsible growers. You take no chances when you buy from me. I have a reputation to sustain. The biggest order I ever received was not one-thousandth part of the value of my business reputation to me. Therefore, I cannot afford to slight even the smallest one. Every package of plants that goes out under my label must be exactly right. I cannot exist as a business man on any other terms. I must maintain the confidence which has enabled me to attain my present success. Your orders are safe in my hands. The time to buy is **NOW**.



This acre of ground produces
more real money for the owner
than any four acres on his farm



Plant Bauer Berries AND GET SOME **Big Money Crop**
OF THE